
CENTRAL REGIONAL COUNCIL ON WORKFORCE SERVICES

Department of Workforce Services

1385 South State Street, Salt Lake City, Utah 84115

Monthly Meeting Minutes

Thursday, March 24, 2005

12:30 p.m.

Presiding: Greg Diven, Chair

Present: Ron Andersen, Kent Anderson, Allan Ayoub, Jennifer Carroll, Charles Daud, Edith Fauver, Linda Fife, Norm Fitzgerald, Stephanie Frohman, Bev Graham, Bob Haywood, Michael Gallegos (for Councilman Jim Bradley), Tony Gomez, Senator Brent Goodfellow, Todd Henriksen, John Hill, Nancy Malecker, Jill Merritt, Jon Pierpont, Kevin Schofield, Karen Silver, Kerry Steadman, Craig Stoker (for Stephen Ronnenkamp), Russell Thelin

Absent: Doug Johnston, Melva Sine

Excused: Jane Conard, Paul Jackson, Commissioner Colleen Johnson, Steven Rosenberg, Ali Wilkinson and Julie Zimmerman

Guests: James Robson, DWS Senior Economist, Scott Swan-UTA

Staff: Karla Aguirre, Sandra Allen, Kim Auberger, Leno Franco, Laurel Morris, Steve Leyba, Diane Lovell, Brad Newsome, Mike Richardson, Ken Serre, Yvette Woodland

Call to Order & Announcements

Chairman Greg Diven called the meeting to order at 12:30 pm. He began by recognizing Senator Brent Goodfellow and wished him well in his new position as Senator.

Greg Diven acknowledged Mike Richardson, newly appointed Director of DWS Legislative, Communications and Customer Relations Division. James Robson, Senior DWS Economist and Mike Gallegos, Director of Community Resources and Development for Salt Lake County (representing Councilman Jim Bradley) were welcomed. Chairman Diven also recognized Bob Haywood, representing the Department of Human Services.

Chairman Diven spoke briefly about Council membership reappointments for those whose terms expire June 30, 2005. He will send a letter asking affected members if they are interested in reappointment. Chairman Diven noted that action will be taken on membership reappointments at the May meeting. Chair and Vice Chair elections will be held at the June meeting.

Greg Diven extended thanks to Linda Fife for agreeing to Co-Chair the Training and Development committee with Douglas Johnston. This assignment is in addition to her service on the Youth Council.

Mr. Diven noted committee changes and/or assignments which include: Melva Sine reassigned from the Training and Development Committee to the Youth Council; Stephanie Frohman assigned to the Marketing Committee; and, Ron Andersen will serve on the Executive Roundtable Committee.

Chairman Diven also expressed his appreciation for the volunteerism on the part of Council members and encouraged the membership to contact him if their committee service becomes a burden.

Chairman Diven then introduced Ken Serre, Midvale EC Manager who shared a number of highlight and Center achievements through March 2005. He reported on the following:

- Monthly Services
- Community Partnerships
- Community Involvement & Service Projects
- Internal Fund Raisers

Greg Diven provided a hand out summarizing the NAWB Conference. The summary included the following:

- Recurring themes heard throughout the Conference
 - The United States is not keeping pace with the economic and educational progress being made in China, India, and other Asian countries.
 - Our education system is broken
 - Federal funding for workforce related initiatives will continue to be harder to obtain.
- The sessions he attended with a brief summary of each session
- Visits he was able to make to Utah's national congressional delegation
- Key outcomes from the conference
 - There is a definite opportunity in our Region to assist faith-based organizations and faith-connected community groups by helping them pursue Federal funding and partnering with them to establish systems to connect with potential workers, especially those with significant economic, educational, and social barriers to employment opportunities.
 - There is more we could do in our Region to assist in the re-entry of offenders.
 - As the Council looks at pursuing ways to support Governor Huntsman's economic development objectives, we should be aware of the need for solid statistical resources and performance measures.

Consent Agenda

Karen Silver moved to approve the minutes from the February 24, 2005 Regional Council Meeting and the March 11, 2005 Executive Committee Meeting. Charles Daud seconded the motion. All voted “Aye”. The motion passed.

Regional Director’s Report

Jon Pierpont provided a handout and update on the DWS Senior Management Organizational Structure. The “Director” positions have been collapsed from 21 to 12. As more information becomes available, Mr. Pierpont will update the Council.

Secondly, Mr. Pierpont reported on WIA training expenditures. He noted that Central Region is 90% obligated and may need to request funds from other Regions in order to meet Central Region’s customer training needs.

Jon Pierpont next informed the Council that he would be meeting with department officials next week regarding the Council’s request to the State Council for a vendor evaluation/removal process. As decisions are reached, he will advise the Council.

Lastly, Mr. Pierpont indicated that a Job Fair was held for offenders called “The Second Chance”, and 270 ex-felons attended. Twelve employers participated and offered their services along with Community resources. One employer filled 48 out of 49 vacancies and another employer hired 10 people. This Job Fair was a very worthwhile event in that it was helpful for offenders to be able to freely apply for jobs and not have to conceal their past records.

Committee Reports & 2006 Goals

Basic Needs – Karen Silver reported that a UTA bus route along 5600 West remains a goal and continued efforts are planned. Ms. Silver also shared the following Goal for 2006:

- Older Worker Protocol. To have a relationship with the Older Workers and see how DWS can provide more assistance in the employment of older workers. What are we going to do with the 79 million baby boomers that will be retiring in the next few years and how can the impending worker shortage be addressed?

Facilities – Leno Franco, reporting for Norm Fitzgerald noted that negotiations continue on the lease extensions for the Downtown and Vine Street facilities.

Training & Development - Linda Fife reported the Training & Development committee has completed all of its 2005 objectives with the exception of evaluating the economic return on investments as it relates to the providers. This is contingent on DWS policy and the State Council’s reply to the Council’s recent request for a training provider evaluation process.

Goals to look at in 2006 include:

- Tuition costs for a private proprietary school as compared to a public institution (where students have to come up with additional funds on their own what implication does this have on the program).
- UCAT Campuses contracting with proprietary schools for services with entities that sponsor students through training (enrolling in a public institution being passed on to a proprietary institution)
- Apprenticeship training. Be more proactive in recommending apprenticeships to students
- Assess current and projected demand for training services

An application from Skin Works was received and reviewed. Two questions were put to a representative from Skin Works per the following:

Q - Are there any non-refundable tuition or fees?

A - Three days after signing the contract, the registration fee is non-refundable.

Q – What does an Esthetician do?

A - Focus on skin care, working in day spas.

Charles Daud noted that on the application did not include a financial statement. Linda Fife responded that it is not required because they are a Title IV school.

Alan Ayoub moved the Council approve Skin Works as a training provider. Norm Fitzgerald seconded the motion. All voted “Aye” except Karen Silver who voted “Nay.” Ms. Silver was concerned as to whether Estheticians earn “sustainable” living wages. Her experience is that this type of work has not provided a sustainable wage and asked the Council to promote jobs that pay better wages.

Greg Diven asked Linda Fife if she was aware of this type of work providing a sustainable wage. Ms. Fife responded that many Estheticians are self-employed and “we are seeing an up swing in Day Spas”; however the committee did not discuss that particular issue. In recognition of Ms. Silver’s concern, Chairman Diven asked that in the future selection of training providers, “sustainable wages” be part of the discussion. It was noted that Skin Works did meet the DWS \$9.00 per hour average wage goal. The motion passed.

Allan Ayoub offered additional comments and clarification regarding “customer choice”. He reiterated that the customers enrolling in training are asked to review the information provided about vendors and then make a decision as to whether or not a particular vendor constitutes a viable option based on the customer’s circumstances. DWS provides a list with the information from which customers make their school selections. The decision is up to the customer.

Jon Pierpont added that the labor market is reviewed at the Employment Counseling level as part of the customer training enrollment process.

Youth Council – Diane Lovell reported on behalf of Paul Jackson. She explained DOL's four main focus areas and vision for the future. The focus areas consist of:

- Alternative Education
- Meeting the Demands of Business (Especially high growth industries)
- Serving the Neediest Youth
- Improved Performance

On March 21, the Youth Council formed four sub-committees that met and began to identify issues and youth training barriers in our region. Based on DOL's new vision for next year, the Youth Council set two goals for 2006:

- Creating a two year plan for youth services, and
- Identifying partners who can help the youth council better address the needs of targeted youth that fall within priority categories.

Additional work will be done at the Retreat and during future Youth Council meetings.

Manufacturing Roundtable

John Hill reported the Executive Roundtable Committee met yesterday and are completing the final plans for the April 19 Manufacturing Roundtable. He indicated they have been able to answer all of the concerns that have been brought up in the Roundtable meeting and feels this has been a successful forum. The attendance has grown and Mr. Hill feels companies have taken away good information and tools from the Roundtables. Diane Russell, Utah State Office of Rehabilitation will be the keynote speaker on April 19th and will speak on employing people with disabilities.

Retreat Update/Marketing Committee

Jill Merritt shared the Marketing Committee's goals for 2006, which will be refined at the Retreat. The goals are:

- Educating ourselves about DWS
- Providing support to business services including Salt Lake/Tooele Employer Committee
- Providing support to DWS line staff

Ms. Merritt indicated much of the Retreat planning has been completed and referred the Council to Tab 6 in packets for more information.

Tony Gomez spoke briefly about the Gift/Takeaway Form found under Tab 6. The "take-away" activity is planned as fun feature added to the Retreat and will involve donations of gifts/novelties from member businesses. There is no minimum or maximum but whatever the business owner would like to donate for a drawing or raffle at the Retreat is welcomed. The form needs to be filled out and turned in to Diane Lovell by March 31, 2005.

Greg Diven indicated the Executive Committee will set aside time at its May meeting to set the Executive Committee goals.

Ad Hoc Health Care Committee

Bev Graham reported the Health Committee will focus on one measurable objective and have its work completed by July 1, 2005.

After discussion about several areas relating to health care, the committee decided to target a Health Economic Literacy (education) Campaign. This campaign will target small businesses and a packet of information will be compiled focusing on healthy lifestyles. The goal is to produce healthier employees.

Ms. Graham noted the next meeting is March 31 and assignments have been made. At some point the Health Care Committee will enlist the help of DWS to create a brochure to be distributed to targeted small businesses.

Executive Roundtable – Automotive/Transportation Services Roundtable

Greg Diven reported on a March 11, 2005 meeting with Automotive Industry representatives. The name for the Automotive Roundtable was changed to Transportation Services Roundtable to incorporate the many different occupational areas affected. The focus of the Roundtable will consist of several issues, including:

- Changing the perceptions of the industry to increase interest in this type of career.
- Outreach to parents to make sure they understand the opportunities available.
- Labor Market Information Update

The Executive Roundtable will meet immediately after the Retreat on April 7th. Interested Council members were encouraged to attend.

Legislative Update

Mike Richardson, Director, DWS Legislative, Communications & Customer Relations Division expressed his appreciation to the Council for all it does to support the Department and stated his desire to work in concert with the Council.

Mr. Richardson spoke briefly about recent State legislation including Suta Dumping, Health Care Tax Credits and Reauthorization of DWS. He also provided legislative updates on the budget for general assistance for caseload growth, childcare match, and food stamps caseload growth. He shared the Governor's four key planning areas. He noted that objectives of the below-listed areas will guide the Department's Strategic Planning effort.

Governor Huntsman's Plan – Key Objective Areas

- | | |
|------------------------|------------------|
| • Economic Development | • Transportation |
| • Education | • Environment |

Mr. Richardson also reported on the following DWS Strategic Goals:

- Promote economic stability and self sufficiency
- Contribute to the ability of workforce to prepare for jobs today and in the future
- Provide a dynamic employment exchange system for employers and job seekers
- Support quality of work life for DWS employees

Mr. Richardson then provided the Council with a detailed handout of the summaries for the two year vision from the March 11, 2005 State Council Planning Groups. These summaries were developed in response to guidance received from the Department of Labor and include:

- Partnering
 - Mr. Richardson paid compliment to Jon Pierpont and what he is doing in the Central Region and that Jon “recognizes what partnering is about.”
- Supply Side
 - Relates to job improvement for the incumbent workers
- Demand Side
 - Education of skills being tied to the supply side
- Distinctive Populations
 - He covered the older workers and indicated that a need to focus on the General and Specific items listed under this topic on the handout

Greg Diven thanked Mike Richardson and mentioned that the Council looks forward to working with him on future legislative priorities for the coming year.

Senator Brent Goodfellow reported on two bills that address partnerships. One, Senate Bill 45, sponsored by Senator Goodfellow involves partnering with technology for sign language. There are currently approximately 300 job openings paying \$35,000 to \$65,000 for American Sign Language Interpreters. Sorensen Media purchased sign language technology from Utah State University and a video telephone device (a camera and a telephone) to market to the deaf community. The device attaches to a television that takes live pictures, processes them and transfers them over the internet to another television. This allows two deaf people to talk to each other in real time. There is a Call Center where the deaf person can talk in real time to someone who is not deaf. SB 45 will fund approximately 100 interpreter graduates a year. He is excited to partner with DWS to help with recruitment.

Senator Goodfellow also mentioned that while the Salt Lake Community College has great training programs for inmates, there is no funding available. When inmates call family and friends they pay for the calls plus, an additional 48% surcharge. This money is then used to subsidize all state telephones.

House Bill 145 would allow the surcharge – approximately one million dollars a year - to be captured and put into a restricted fund to be drawn off by the institutions that are training inmates. With this bill in place, a prisoner can take classes from Utah State, SLCC or Snow College, drawing against the surcharge fund to pay for tuition.

Salt Lake – Tooele Applied Technology College Presentation

Linda Fife, Salt Lake/Tooele ATC Campus President provided Council with information and clarification regarding the Salt Lake/Tooele Applied Technology College. Ms. Fife indicated the Applied Technology College was founded in 2001 and noted the Salt Lake/Tooele Applied Technology College (SLTATC) is one of nine campuses that make up the Utah College of Applied Technology (UCAT).

UCAT was created by the Legislature as an economic development engine for Utah and is the only institution in the Utah System of Higher Education (USHE) that focuses solely on career and technical education.

SLTATC is not a research institution like the University of Utah, nor a community college. Its mission statement is *“The Salt Lake/Tooele Applied Technology College provides rewarding, competency-based, affordable, and accessible career preparation for youth and adults that meets the needs of Utah employers”*. To fulfill this mission the SLTATC focuses on providing short-term, competency-based, open-entry/open-exit certificate and certification based training to prepare students for gainful employment.

Ms Fife indicated that it is important to distinguish the difference between Salt Lake Community College (SLCC) and UCAT. SLCC is a comprehensive community college with a comprehensive mission - part of that mission is career technical education. The Utah College of Applied Technology (UCAT) has a very focused mission on all campuses, and it is solely workforce preparation. Students can come when they are ready and leave when they are finished.

Handouts of the SLTATC 2004-05 Winter Class Schedule highlighting flexible schedules, focused training and affordable tuition were provided to Council.

Economic Outlook and LMI

James Robson, Senior Economist for DWS reported that Utah has 3.7% job growth, which is positive. He also shared handout of the new Salt Lake City Metropolitan Area Nonfarm Payroll Employment that now consists of three counties: Salt Lake, Tooele and newly added Summit County. Additional charts and graphs that reflected regional job growth by industry were provided the Council.

Old Business

There was no old business to report.

New Business

There was no new business to report.

Public Comment

There was no public comment.

Meeting adjourned at approximately 2:30.